Contact

www.linkedin.com/in/jyotsna-akurathi (LinkedIn)

Top Skills

Funnel Optimization
A/B Testing
Product Analytics

Languages

English
Hindi
Telugu

Certifications

Creating a Program Strategy
Creating a Business Plan
Customer Experience: Journey Mapping
Business Process Improvement
UX Research Methods: Interviewing

Honors-Awards

Young Performer of the Year
Certificate of Recognition | For Bringing it Beyond
Outperformance Award

Jyotsna Akurathi

Building Schmooze | ISB | BITS Pilani
Bengaluru, Karnataka, India

Summary

Product Manager with 8+ years of experience building & scaling customer facing products and AI-native features. Led monetization, growth, onboarding, and AI features for a consumer tech startup with 6M+ downloads and ~400K MAU, delivering revenue growth and measurable improvements across the user funnel.

Experience

Schmooze
Building Schmooze
June 2022 - Present (4 years 3 months)
Bengaluru

Outperformance Reward October 2022, November 2024, Jan 2026

+ Leading product strategy for a portfolio of first-in-the world AI-native features in dating including Personal Matchmaker, People Finder, Dating Coach, and AI Companions, leveraging conversational AI and personalization to improve user activation, engagement, and monetization.
+ Driving Monetization strategy for the app - designed new features and launched tiered subscription products, 4Xed Monthly Revenue in 6 months.
+ Led the India launch and MVP delivery - owned end-to-end product roadmap, coordinated across engineering, design, and growth.
+ Owned user research and A/B testing strategy, informing decisions across monetization, onboarding, and match funnel. Drove end-to-end consistency in UX and product messaging across surfaces.
+ Owned end-to-end match funnel optimization, designed end-to-end notification experience and improved User Retention & Engagement. Built fraud detection mechanism, to identify potential fraud users earlier in the user journey and reduced impacted users .

Skill-Lync
1 year 1 month

Lead Program Manager, Curriculum & Partnerships

October 2021 - June 2022 (9 months)
Bengaluru, Karnataka, India

Awarded Certification of Recognition for closing Skill-Lync's 1st major B2B deal

Lead Program Manager for Partnerships in the EV, Autonomous Vehicles, MedTech space. First employee in the Corporate Upskilling (B2B) vertical, executed partnerships end-to-end from pitch to delivery

+ Established talent & corporate upskilling partnerships worth >$800K with key accounts including leading Engineering Services firms
+ Launched two PG Programs in partnership with Cyient and AP MedTech Zone
+ Established Skill-Lync as a Talent Partner for EV Design, joined ETAuto's EV Conclave 2022 as the Skilling Partner

Senior Program Manager, Curriculum & Partnerships
June 2021 - October 2021 (5 months)
Bengaluru, Karnataka, India

Program managed key strategic & operational initiatives for the Engineering EdTech Startup

+ Spearheaded the launch & oversaw operations of Skill-Centers providing Offline learning experience to students post pandemic
+ Launched Skill-Lync for Business (previously Skill-Lync Accelerate) for Corporate Clients
+ Established Skill-Lync as a Talent Partner for trained freshers, joined NASSCOM's Design & Engineering Summit 2021 as the Skilling Partner

JK Lakshmi Cement Ltd.
Manager, Business Excellence
May 2019 - September 2020 (1 year 5 months)
Greater Delhi Area

Worked with brand heads & sales team across levels to drive profitability & KPIs for two brands. Led quarterly strategy implementation workshops for 200+ sales employees.

+ Overhauled dealer loyalty program JK Lakshmi SKY - increased topline by $8M+, monthly member registration by 55%, and premium product sale by 12% in 3 months

+ Spearheaded the digital transformation for sales team by modernizing the lead management platform before & during COVID lockdown, improving CSAT by 15% and reduced TAT by 35%
+ Re-structured channel partner incentives, improving partner KPIs & saving $0.5M per quarter

JK Lakshmi Cement is a Cement manufacturing company with notable brands JK Lakshmi PRO+, JK Sixer, and Platinum Heavy Duty

Total Environment Building Systems
Senior Executive, Corporate Project Management Office
June 2015 - June 2017 (2 years 1 month)
Bengaluru Area, India

Awarded Young Performer of the Year, 2015-16

Luxury builder with iconic commercial & customisable residential projects across Bangalore and other tier-1 cities.

+ Managed cross-functional stakeholders across 5 projects worth $150M+ to deliver design & construction targets. Launched 3 web-based products for Home Interior Customisation
+ Standardised organisation-wide product specifications improving bottomline by 2% across projects worth $350M+ in total, managed org-wide product representation for marketing
+ Achieved 3-month reduction in project launch timeline by optimising design delivery process

Worley
Structural Engineering Intern
July 2014 - December 2014 (6 months)
Hyderabad Area, India

Education

Indian School of Business
PGP in Management, Strategy & Leadership, Marketing · (April 2018 - April 2019)

Birla Institute of Technology and Science, Pilani
Bachelor of Engineering (BE), Civil Engineering · (2011 - 2015)

Kendriya Vidyalaya No.1, Uppal, Hyderabad

· (2004 - 2008)